A P P L I C A T I O N
Guidelines and Instructions

Applicants can apply in 3 Categories
1. **Tech Innovation Awards:**
    - ✓ Recognizing trailblazing contributions in fintech, healthtech, edutech, and innovative digital business models in any business verticals.
2. **Digital Leadership Awards**:
    - ✓ Honouring Digital Leaders and CDO's who have demonstrated outstanding results in business transformation.
3. **Maverick Effect Awards:**
    - ✓ Celebrating companies and individuals creating a Maverick Effect in the industry and contributing towards India's growth.

Process for application Category I :

Tech Innovation Awards (Fintech, Healthtech, Edutech and General category)
- ➢ Companies applying for this category, kindly download the application, fill the details and **upload** the completed application at www.imc-itawards.in or **email** it to imc-itawards@imcnet.org.
- ➢ Award is open to companies working in **Fintech, Healthtech and Edutech**. A sub category is available to applicants of **any business vertical** including retail, manufacturing, Agriculture, Government etc.
- ➢ Fill the details in the form given in **Part A and B**, upload all relevant documents and a brief on the merits of your project and if possible a video file explaining your product in **Part C**.
- ➢ **Category I** Applications are invited from companies, enterprises, organizations both government and private and startups
- ➢ Application Questionnaire will have to be described section wise in MS Word or PPT format.

Please note in case there is any difficulty in providing details in some of the above areas, application with partial details will be accepted; and if the application is shortlisted then during direct one on one interaction with jury, details will have to be shared.
- ➢ The first level scrutiny of application will be done to check whether the minimal required information has been submitted.
- ➢ **Shortlisting Process:** Two levels of shortlisting:
    1. Screening of applications will be done by the internal technical expert committee and
    2. Shortlisted entries would be submitted to the esteemed jury for their shortlisting of winners and runner ups in each category
- ➢ Jury may ask companies to present merit of their project through online interaction as a part of the verification process
- ➢ Please note, at present this category of award is open to all type of companies, major, medium, small and startups. Jury's decision on the categories awarded will be treated as final and binding.

Shortlisting criteria Category I

Each entry will be assessed by expert committee and jury on a point scale of 100 with the below weightage

1. Problem, solution & value creation   20 %
2. Impact on Customer experience   20 %
3. Technology maturity   20 %
4. Business Model maturity level   20 %
5. Cyber security and Data Privacy   10 %
6. Sustainability and Scalability   10 %

SELECTION CRITERIA - Category II : Digital Leadership Awards

(Honouring CDOs and Digital Leaders who have demonstrated outstanding results in business transformation)

1. In the age of AI and Digital transformation, CDOs and Digital Heads have a transformative role in Business.
2. Best CIOs/Digital Leaders in various business verticals will be honoured with this Award for their outstanding contribution in bringing about digital transformation.
3. Assessment Criteria has been described in the next slide.
4. Based on the number of applications received, candidates will be selected from different verticals, if their application complies with the criteria's laid down by the Jury
5. Application Questionnaire will have to be described section wise in MS Word or PPT format.

Shortlisting criteria Category II

Each entry will be assessed by expert committee and jury on a point scale of 100 with the following weightage

1. Technology Excellence demonstrated   20 %
2. Business Impact demonstrated   20 %
3. Contribution in building People   20 %
4. Contribution in building System   20 %
5. Overall Customer Value creation   20 %

Category III Maverick Effect Awards

➢ The **Maverick Effect** can be defined as: An approach where fierce competitors or industry stakeholders collaborate to solve the industry's problems and prioritize the greater good / betterment of a nation, by partnering with the government as well as the relevant stakeholders of that industry's ecosystem.

➢ The Maverick Effect exemplifies the **power of collaboration** built on a neutral, trustworthy, and transparent platform that brings together a collective of unique individuals interested in co-creating the future building on their shared values and purpose.

Category III - Who can apply?

1. **Industry Associations and Consortia:** Groups, associations or consortia formed by multiple organizations for a certain sector that focuses on collaborative projects or initiatives that address industry-wide challenges or opportunities.

2. **Multi-Organization Collaborations:** Joint initiatives by multiple organizations, especially where competitors come together to solve common problems, innovate, or drive industry standards for the greater good. This could include collaborations for research and development, industry benchmark setting, or shared technology platforms.

3. **Public-Private Partnerships:** Collaborations between government bodies and private sector organizations or consortia, aimed at leveraging technology for public good, policy-making, or societal benefit.

4. **Academic-Industry Collaborations:** Joint projects between universities, research institutions, and industry players that focus on technological innovation, research, and development with potential industry applications.

5. **Non-Profit Collaborations:** Non-profit organizations that partner with technology companies or industry associations to leverage any technology for social impact or to address societal challenges.

In case there is a nomination other than above categories, the same will be considered if it meets the criteria.

Procedure and Awards category

➢ The candidate/organisation for this Award shall be nominated by the knowledgeable stalwarts of the industry and will have to share information as per the application questions given in the following slide

➢ Jury will holistically contemplate and decide the winners (one or more) in the following titles:
   - ✓ **Maverick Effect Catalyst, 2024**
   - ✓ **Maverick Effect Trailblazer, 2024**
   - ✓ **Maverick Effect Pioneer, 2024**

➢ or any other title decided by the esteemed Jury members

➢ The information is being asked for making the decision transparent and authoritative for the Jury

➢ Application Questionnaire will have to be described section wise in MS Word or PPT format.

Broad criteria for shortlisting of Maverick Effect award

Nominees to demonstrate their actions in any 3-5 criteria to qualify,

Collaborative Impact: Evidence of significant impact achieved through collaboration, especially in challenging or competitive environments.

1. **Innovation and Creativity:** Frugal and creative innovation in technologies, problem solving at an industry or national level, improving business processes.

2. **Industry / Sector Contribution:** Contributions to the broader technology industry, beyond the collective's own interests, commercial or otherwise.

3. **Sustainability and Scalability:** Long-term sustainability and scalability of the collaborative or initiative.
4. **Diversity and Inclusion:** Inclusion of diverse perspectives and equitable participation in the collaborative effort.
5. **Meritocracy and Integrity:** Adherence to meritocratic standards and integrity in all collaborative efforts.
6. **Greater Good of Industry/Sector/India:** Shows clear evidence of actions taken for the broader benefit of the industry, sector, or India, rather than just individual or organizational gain.
7. **Prioritizing the Highest Common Denominator:** Evidence of decision-making within the collective that benefits the largest number of stakeholders, aiming for inclusive and composite outcomes.
8. **Separating Signal from Noise:** Demonstrates the collective's ability to identify and capitalize on opportunities within challenges, using innovative thinking to turn potential adversities into advantages.
9. **Beyond Personal Agendas:** Shows a commitment to collective growth, rallying members around a shared vision for the greater good, rather than serving the interests of a select few.

Application Requirements

There are three parts to the application procedure:

Part – A : Consists of the **details of the applicant company or individual**, the contact points, and declaration regarding the digital / IT work done

Part – B : Consists of the **detailed questionnaire** to be filled based on the category of award applied for

Part – C : A **video file** of **LESS THAN 3 minutes** showcasing / explaining the project may be attached along with the application (optional).

Part – D: Declaration (Signed)

> ➢ I/We confirm that we possess requisite intellectual property rights to the material/data/information submitted as also to the product/service submitted for consideration of the Award. By making this application, I/we, grant requisite license/permission to IMC to announce, display, project the applicant/awardee and the product and/or service, as the case may be, and take all steps considered appropriate by IMC, in their sole discretion.
> ➢ I/ We confirm that IMC can use the data submitted in the nomination for aggregate analysis and research which would help identify digital trends and best practices for the greater good of the industry.
> ➢ I/We confirm that the decision of Jury/IMC shall be final and binding in this regard.
> ➢ I/We have read the Terms and Conditions of the Award and accept the same.

Signature of Applicant

Application completion guideline for 2024 Awards

➢ Nominating person or Candidate should decide the category and furnish information as required and to be uploaded on www.imc-itawards.in or sent to imc-itawards@imcnet.org

➢ **Jury decision will be final and binding**

➢ **IMC will be using the data submitted in the nomination for aggregate analysis and research which would help identify digital trends and best practices for the greater good of the industry. No individual data will be revealed**

➢ **Name of company and category of the award/nomination and initiative will be announced at the award function and IMC websites**

➢ In case of queries please reach out to :

✓ **Ms Selby Nambisan**, Director – IT & Events, at +91 22 71226659 or email at selby@imcnet.org

✓ **Mr. Narendra Kadam**, Deputy Director – IT at 9833351219 or email at narendra@imcnet.org